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Acreage Marketing Guides



**Vegetables for
Commercial Processing**

AMG 32

February 1963

**UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Washington, D. C.**

F O R E W O R D

The acreage-marketing guides program is designed to help the vegetable industry appraise the markets for their commodities and develop a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for each commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change from the acreage in the preceding year, so as to permit application of this percentage change to each operation. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the best information available, individual operators will make intelligent decisions for their and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

CONTENTS

	<u>Page</u>
Highlights of 1962	5
Summary of Recommendations for 1963	7
Demand for Vegetables in 1963	7
Foreign Trade	9
Acreage-Marketing Guides:	
Summaries - Planted Acreage and Probable Production	10-11
Commodity Tables and Statements:	
Beans, Lima	12
Beans, Snap	15
Beets	18
Cabbage for Kraut	20
Sweet Corn	22
Cucumbers for Pickles	25
Peas, Green	27
Spinach	30
Tomatoes	33

Vegetables for Commercial Processing X

Acreage-marketing guides are prepared each year for 9 major vegetables used for canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. A substantial portion of these vegetables are grown on acreage contracted months in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and has been beneficial to both farmers and processors. The farmer with a contract is reasonably assured of an outlet for his crop and price risks are reduced. The processor benefits by assurance of adequate raw material, at a predetermined price, to fill his pack schedules.

For effective and equitable contracting, both growers and processors must be fully acquainted with the economic forces affecting the industry. Processors make the basic decisions concerning the acreage required. They must translate prospective markets for their finished products into acreage and production levels. As each processor estimates market potential, he must consider carefully all factors influencing the production and marketing of his commodities. The grower also should be aware of market developments for the various commodities so that he can bargain with processors on a realistic basis. The acreage-marketing guides provide the basic information for each vegetable and the adjustments that are needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1962

Supplies of all major frozen vegetables were heavy during the 1961-62 marketing season. The abundant supplies and low prices encouraged a record disappearance. But in spite of the excellent movement, carryovers into the 1962 season were larger than needed. Significant reductions were made in 1962 plantings of all vegetables for freezing. Among the major vegetables for canning, less acreage was planted for lima beans, snap beans, sweet corn and spinach. Packers of kraut and pickles also sought less acreage. But relatively favorable markets during 1961-62 led to substantial increases for beets, peas and tomatoes. Practically all of the increase in tomato plantings occurred in California, where markets for tomato products had been strong for several years.

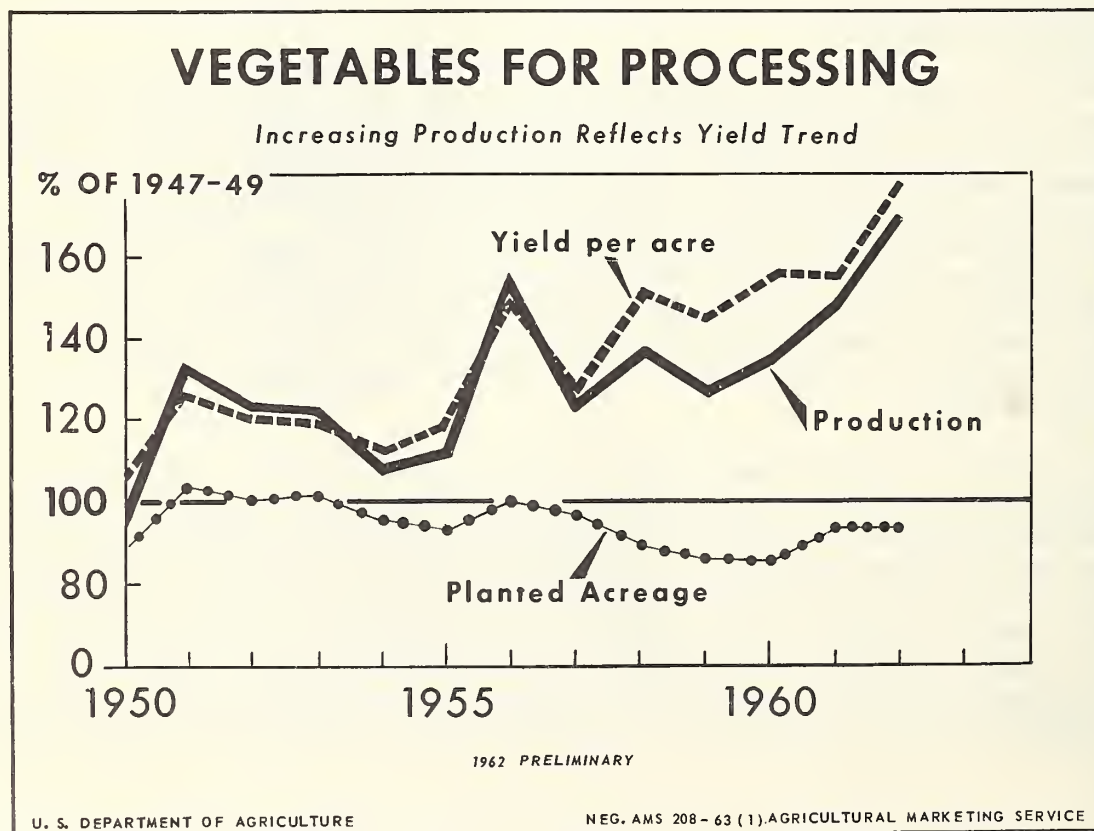
Growing conditions showed their usual wide variation in 1962. The spring months were cold and wet in most areas and plantings were delayed. Weather continued unfavorable into the early summer but the only commodity notably affected was the green pea crop. Low temperatures and excessive rain reduced prospects in the Midwest while dry weather cut potential output in the East and West. The last half of the 1962 season was favorable and crops developed rapidly. High yields were attained for all commodities, with lima beans, beets, cabbage for kraut, sweet corn and tomatoes reaching all time highs. Total production set a new record, 11 percent above the previous high achieved

in 1956. The huge tomato crop accounted for most of the gain but beets and sweet corn crops also were record large.

Aggregate supplies of canned vegetables are substantially above normal requirements for the 1962-63 marketing season. Stocks of sweet corn, tomatoes and most tomato products are particularly burdensome. But supplies of snap beans, lima beans, beets and kraut also are larger than needed. Canned peas, pickles and spinach are the only major vegetables in balance with market outlets.

Although 1962 packs of most frozen vegetables were smaller than a year earlier, large carryovers of most items were more than offsetting. Frozen peas and spinach are in balance but holdings of all other vegetables are heavy.

A record utilization of processed vegetables appears certain for the 1962-63 marketing season. Through December 31, 1962 disappearance of the major frozen vegetables was well above the high levels of the preceding season. Similar gains were registered for canned vegetables. The last half of the current season should witness a continued heavy movement. Extensive damage to fresh vegetables in all winter crop producing areas will enhance the demand for processed vegetables. Promotional activity and attractive shelf prices should further encourage consumer purchases. But in spite of the anticipated gain in utilization, the total carryover of processed vegetables into the 1963 packing season will be larger than needed.



II. SUMMARY OF RECOMMENDATIONS FOR 1963

The aggregate acreage guide for eight vegetables for commercial processing in 1963 is a planted acreage 9 percent less than in 1962. The guide for cabbage for kraut (included in the recommendation for early fall cabbage, fresh market and processing) calls for 5 percent less acreage in 1963. If production in 1963 is in line with the guide recommendations, supplies of processed vegetables for the 1963-64 marketing season would be substantially less than those currently available. But they would be adequate to satisfy all anticipated consumer needs and permit more stable market conditions.

Commodity	:	Percentage Change in 1963 Planted
	:	Acreage Compared With 1962 (Percent)
Beans, Lima (For Canning)		Minus 10
(For Freezing)		Minus 15
Beans, Snap (For Canning)		Minus 5
(For Freezing)		Minus 10
Beets		Wisconsin: Minus 15
		All other states: Minus 5
Cabbage for Kraut		Minus 5 1/
Corn, Sweet (For Canning)		Minus 15
(For Freezing)		Minus 10
Cucumbers for Pickles		Plus 5
Peas, Green (For Canning)		No change
(For Freezing)		Minus 5
Spinach (For Canning)		Plus 10
(For Freezing)		No change
Tomatoes		California: Minus 20
		All other states: Minus 10

1/ Recommendation for early fall cabbage, Fresh market and processing.

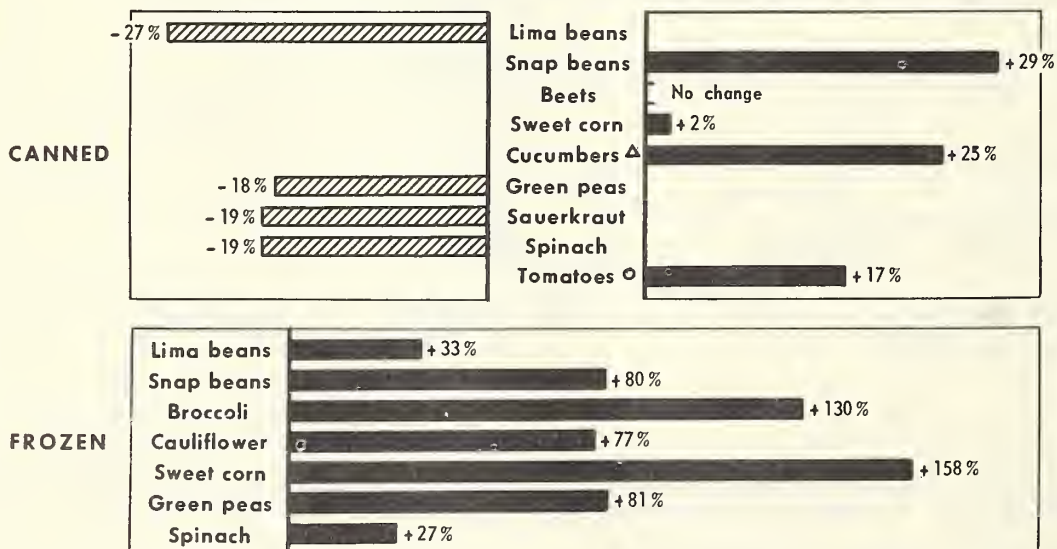
III. DEMAND FOR VEGETABLES IN 1963

Total economic activity is expected to show a moderate gain during 1963. Private domestic investment may hold near the levels of last year. But increases are indicated in total employment, government spending and personal incomes. Real incomes per capita are likely to be maintained at a high level. This should

lead to a continued strong demand for food. Market requirements for canned and frozen vegetables in total are likely to increase in 1963-64. However, prices for individual commodities will depend largely on the supply relative to market outlets.

Prospects for further expansion in market needs for processed vegetables are based upon population growth and, more importantly, further increases in the per capita consumption of these commodities. During the last decade, the use of canned vegetables per person increased 9 percent and the use of frozen more than doubled. The growing popularity of the processed commodities reflects increasing consumer demand for more uniform quality in food items, which are in convenient, ready-to-use forms.

PROCESSED VEGETABLES: CHANGES IN PER CAPITA CONSUMPTION FROM 1950-51 TO 1960-61 *

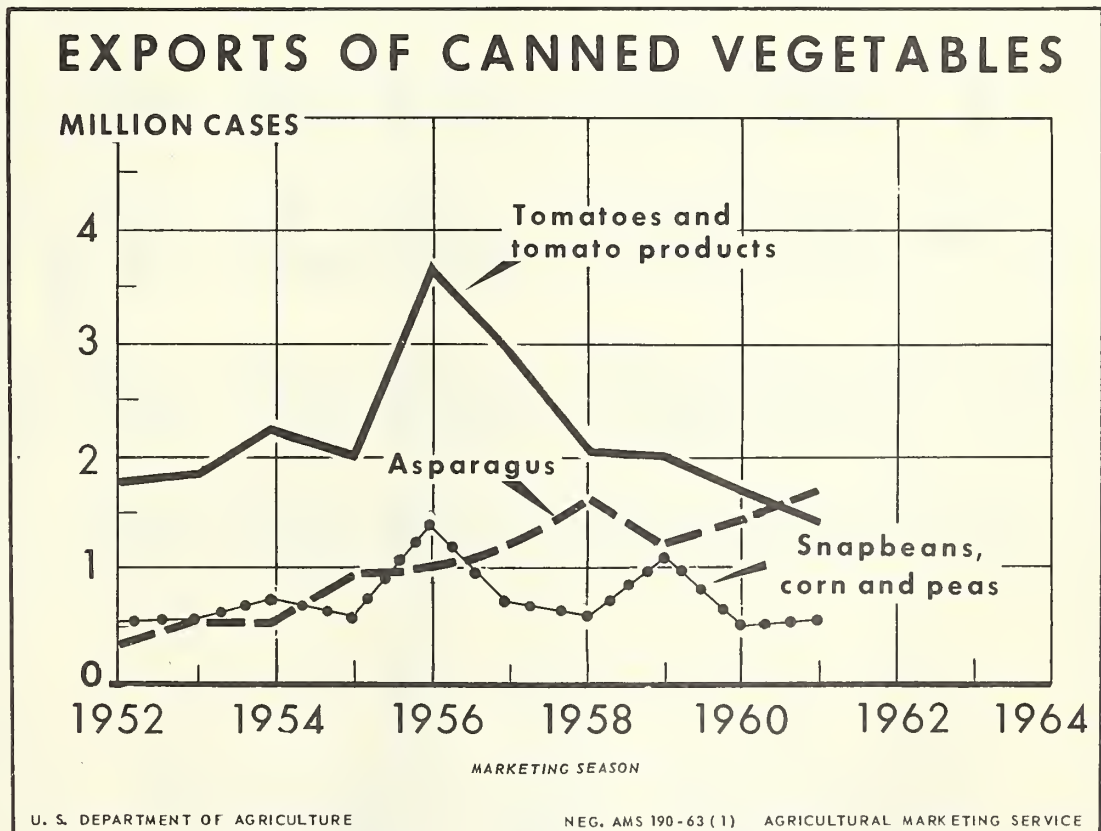


* CIVILIAN CONSUMPTION. Δ CUCUMBER PICKLES. ○ TOMATOES AND TOMATO PRODUCTS EXCEPT JUICE.

IV FOREIGN TRADE

Total exports of canned vegetables during the 1961-62 season declined 18 percent from the previous season. Shipments of tomatoes, tomato products and peas were down substantially, largely due to a reduction in available supplies and relatively high prices. Exports of asparagus, mostly to Western Europe, were 18 percent larger than in the previous season and were record large. Foreign sales accounted for approximately a fourth of the total movement of asparagus in 1961-62. Sales of snap beans and sweet corn were up sharply from a year earlier. However, foreign trade in these items still is relatively small.

Imports of canned vegetables into the United States are limited generally to tomatoes and tomato products. Italy is the leading source of these items.



Commercial Vegetables for Processing - 1963 Acreage Guides with Comparisons

Commodity	Planted Acreage										Percent Planted Acreage Guide		
	: : : : : : : : : : : :										: : : is of:		
	: 1963	: 1962	: 1961	: 1960	: 1959	: 1962	: 1961	: 1960	: 1961	: 1960	: 1961	: 1960	: 1959
	- - - - - 1,000 acres - - - - -										- - - - - Percent - - - - -		
Beans, Lima													
For Canning	30.2	33.5	35.3	31.8	31.7	90	86	95	95	95	86	95	95
For Freezing	53.6	63.1	69.0	63.7	53.4	85	78	84	84	100	78	84	100
Total	83.8	96.6	104.3	95.5	85.1	87	80	88	88	98	80	88	98
Beans, Snap													
For Canning	135.5	142.6	146.5	134.3	133.4	95	92	101	101	102	92	101	102
For Freezing	41.0	45.6	50.4	44.9	38.8	90	81	91	91	106	81	91	106
Total	176.5	188.2	196.9	179.2	172.2	94	90	98	98	102	90	98	102
Beets	18.0	19.8	17.6	15.4	14.5	91	92	117	117	124	92	117	124
Cabbage for Kraut 1/													
Corn, Sweet													
For Canning	321.5	378.2	379.3	352.3	382.1	85	85	91	85	84	85	91	84
For Freezing	76.7	85.2	89.3	78.4	68.1	90	86	98	86	113	86	98	113
Total	398.2	463.4	468.6	430.7	450.2	86	85	92	85	88	85	92	88
Cucumbers for Pickles	113.6	108.2	116.5	102.0	109.6	105	98	111	98	104	98	111	104
Peas, Green													
For Canning	274.1	274.1	256.0	225.0	233.8	100	107	122	107	117	107	122	117
For Freezing	153.8	161.9	167.6	135.8	127.6	95	92	113	92	121	92	113	121
Total	427.9	436.0	423.6	360.8	361.4	98	101	119	101	118	101	119	118
Spinach													
For Canning	16.9	15.4	20.6	2/	2/	110	82	-	82	-	82	-	-
For Freezing	12.6	12.6	13.6	2/	2/	100	93	-	93	-	93	-	-
Total	29.5	28.0	34.2	36.7	38.9	105	86	80	86	76	86	80	76
Tomatoes	270.0	318.3	306.8	282.3	300.3	85	88	96	88	90	88	96	90
Total	1,517.5	1,658.5	1,668.5	1,502.6	1,532.2	91	91	101	91	99	91	101	99
1/ Included in total early fall crop (fresh market and kraut combined)													
2/ Not available													

Commercial Vegetables for Processing - 1963 Probable Production with Comparisons

Commodity	Production				Probable Production from Acreage			
	: Guide				: Guide as Percent of:			
	1963	1962	1961	1960	1962	1961	1960	1959
	: Prel. :				: Prel. :			
	----- 1,000 tons -----				----- percent -----			
Beans, Lima								
For Canning	26.1	30.4	32.3	28.9	24.6	81	90	106
For Freezing	63.1	78.0	83.4	74.3	58.0	76	85	109
Total	89.2	108.4	115.7	103.2	82.6	77	86	108
Beans, Snap								
For Canning	319.2	331.8	358.1	297.8	276.9	89	107	115
For Freezing	99.8	116.0	119.9	108.7	89.0	83	92	112
Total	419.0	447.8	478.0	406.5	365.9	88	103	115
Beets	175.5	209.2	181.6	145.9	146.7	97	120	120
Cabbage for Kraut								
Corn, Sweet								
For Canning	1,133.0	1,436.5	1,373.1	1,109.8	1,340.4	83	102	85
For Freezing	293.7	356.3	353.2	281.2	241.8	83	104	121
Total	1,426.7	1,792.8	1,726.3	1,391.0	1,582.2	83	103	90
Cucumbers for Pickles	410.1	402.1	426.6	347.6	339.0	96	118	121
Peas, Green								
For Canning	340.5	330.4	311.8	282.8	302.7	109	120	112
For Freezing	190.9	196.7	198.7	162.6	170.5	96	117	112
Total	531.4	527.1	510.5	445.4	473.2	104	119	112
Spinach								
For Canning	69.9	56.7	63.6	3/	123	110	-	-
For Freezing	58.8	60.2	80.9	3/	98	73	-	-
Total	128.7	116.9	144.5	143.9	147.8	89	89	87
Tomatoes	4,060.2	5,318.2	4,247.7	4,043.2	3,539.0	96	100	115
Total	7,240.8	8,922.5	7,830.9	7,026.7	6,676.4	81	92	103
1/Computed: Acreage for 1963 times average yield								
2/Included in total early fall crop (fresh market and kraut combined)								
3/Not available								

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per cwt.)	(\$1,000)
1963 Planted Acreage Guide and Probable Production					
Canning (acreage 10 percent less than in 1962)	30.2	1/ .90	26.1		
Freezing (acreage 15 percent less than in 1962)	53.6	1/ 1.24	63.1		
Total	83.8		89.2		

Background Statistics

Canning

1962 Prel.	33.5	31.0	.98	30.4	133.20	4,053
1961	35.3	34.2	.95	32.3	123.20	3,981
1960	31.8	31.4	.92	28.9	125.60	3,627
1959	31.7	28.8	.85	24.6	114.30	2,814
1958	30.1	29.2	.80	23.4	126.80	2,973

Freezing

1962 Prel.	63.1	61.0	1.28	78.0	158.00	12,327
1961	69.0	65.9	1.27	83.4	153.30	12,787
1960	63.7	60.5	1.23	74.3	150.30	11,170
1959	53.4	49.7	1.18	58.0	141.40	8,204
1958	59.1	52.5	1.24	65.4	145.90	9,537

Total

1962 Prel.	96.6	92.0	1.18	108.4	151.00	16,380
1961	104.3	100.1	1.16	115.7	144.90	16,768
1960	95.5	91.9	1.12	103.2	143.00	14,797
1959	85.1	78.5	1.05	82.6	133.30	11,018
1958	89.2	81.7	1.09	88.8	140.90	12,510

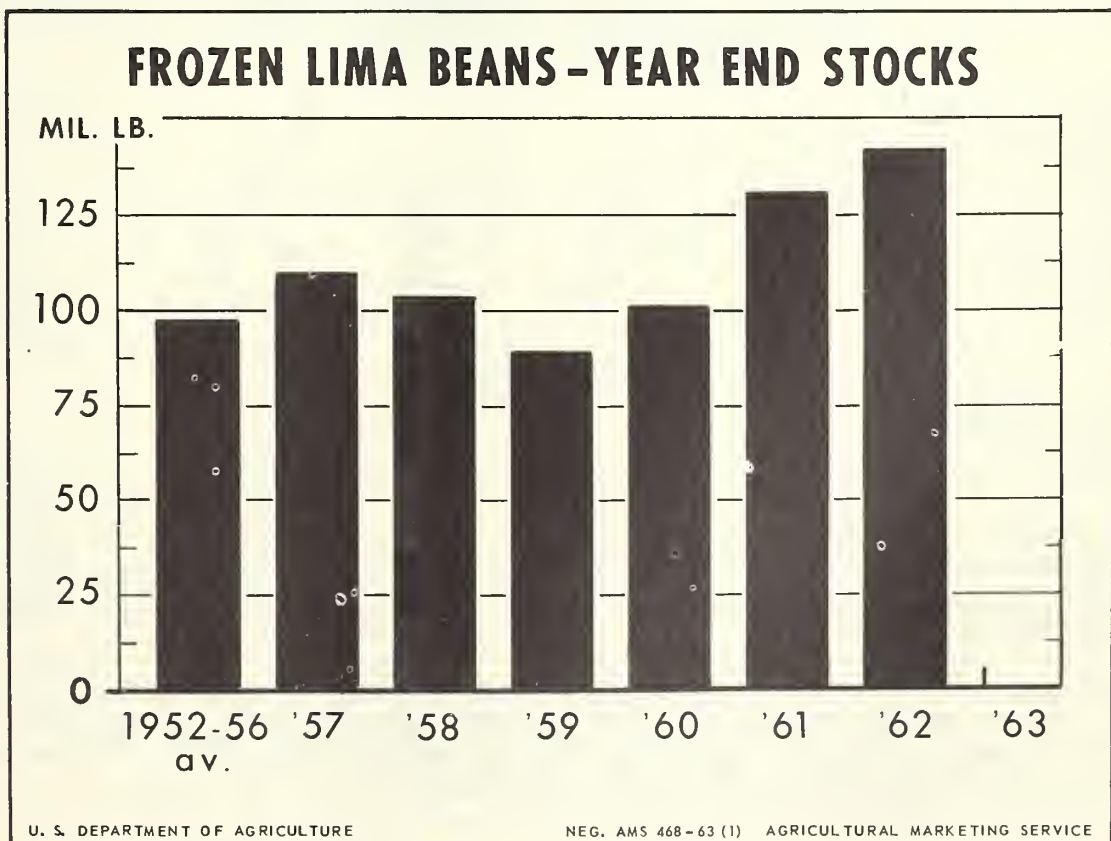
1/ 1958-62 average yield.

Comparisons and Comments: Total plantings of lima beans for processing were decreased moderately in 1962. But this effort was insufficient to bring supplies of either frozen or canned lima beans down to an optimum level. The trend toward increasing yields continued; the group average for the season was a record high. And so while total production was smaller than in 1961, it nevertheless exceeded any other year of record.

Frozen Lima Beans

The disappearance of frozen lima beans during the 1961-62 season reached a new record high of 139 million pounds. Even so, the carryover into the current season was extremely large. The total United States lima bean pack for 1962 will not be announced until later this year. But on the basis of available preliminary information it appears that the 1962 pack was only moderately smaller than the record quantity frozen in 1961. Despite the lack of precise pack information, the presence of an extremely large total supply is a certainty. Stocks of frozen lima beans on December 31 were 9 percent larger than a year earlier, when a record quantity existed. Low prices plus a heavy movement to date suggest that disappearance during the current marketing season may reach record proportions. Nevertheless, carryover into the 1963 pack year will be burdensome. A sharp reduction in the size of the 1963 pack will be required to return market balance for frozen lima beans.

1963 Guide - Frozen Lima Beans: The 1963 guide is a planted acreage 15 percent less than in 1962. Such an acreage, with a normal abandonment of 5 percent and a 1958-62 average yield will result in a production 19 percent smaller than in 1962.



Canned Lima Beans

Compared to a year earlier, the 1962 canned lima bean pack was moderate. But the decrease was offset by a very large carryover. Total supplies available for the 1962-63 season were equal to the excessive level of a year earlier. During the early part of the current season, shipments by canners have occurred at a high rate. However, it is likely that the carryover at the close of the marketing season will be close to that of 1962. Therefore, a 1963 canned pack substantially smaller than in 1962 is warranted. Such action would improve the prospects for a profitable season in 1963-64.

1963 Guide - Canned Lima Beans: The 1963 guide is a planted acreage 10 percent less than in 1962. Such an acreage, with a normal abandonment of 4 percent and a 1958-62 average yield will result in a production 14 percent smaller than in 1962.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63
	<u>Million Cases Basis 24/303's</u>				

Canned Lima Beans

Carryover	1.3	1.1	.9	1.1	1.7
Pack	3.0	3.3	3.8	4.2	3.6
Total Supply	4.3	4.4	4.7	5.3	5.3
Disappearance	3.2	3.5	3.6	3.6	N.A.
Carryover	1.1	.9	1.1	1.7	N.A.

Million Pounds

Frozen Lima Beans

Carryover	41.6	38.5	18.8	33.8	54.8
Pack	125.9	114.0	147.5	159.9	N.A.
Total Supply	167.5	152.5	166.3	193.7	N.A.
Disappearance	129.0	133.7	132.5	138.9	N.A.
Carryover	38.5	18.8	33.8	54.8	N.A.

N. A. - Not Available

Canned pack and Canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau. Frozen carryover from "Cold Storage Report," SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production

Canning (acreage 5 percent less than 1962)	135.5	1/ 2.48	319.2		
Freezing (acreage 10 percent less than in 1962)	41.0	1/ 2.56	99.8		
Total	176.5		419.0		

Background Statistics

Canning

1962 Prel.	142.6	136.4	2.43	331.8	101.20	33,566
1961	146.5	141.7	2.53	358.1	101.10	36,200
1960	134.3	129.7	2.30	297.8	102.20	30,427
1959	133.4	125.4	2.21	276.9	102.00	28,242
1958	124.9	118.3	2.26	267.6	106.70	28,560

Freezing

1962 Prel.	45.6	44.8	2.59	116.0	114.30	13,251
1961	50.4	47.3	2.54	119.9	116.50	13,969
1960	44.9	43.7	2.49	108.7	125.20	13,607
1959	38.8	36.9	2.40	89.0	120.80	10,740
1958	37.0	35.1	2.77	97.4	120.80	11,767

Total

1962 Prel.	188.2	181.2	2.47	447.8	104.60	46,817
1961	196.9	189.0	2.53	478.0	105.00	50,169
1960	179.2	173.4	2.34	406.5	108.30	44,034
1959	172.2	162.3	2.25	365.9	106.50	38,982
1958	161.9	153.4	2.38	365.0	110.50	40,327

1/ 1961-62 average yield.

Comparisons and Comments: The upward trend in plantings for both canning and freezing which prevailed since 1956 was interrupted by a moderate reduction in 1962. With 10 percent less acreage for freezing and 3 percent less acreage for canning, total plantings were 4 percent less than the all time high reached in 1961. Spring crop areas in Florida accounted for much of the change from 1961. However, moderate reductions also were made in the Northeast and the South. Small increases in plantings were made in the Midwest and in the Pacific Northwest in 1962. In most areas, 1962 crops made fairly good progress during the early part of the season. And although unusually dry conditions

in the Northeast and abnormally damp, cool weather in the northwestern producing states reduced yields somewhat, the over-all effect was not great. The national average yield was equal to that in 1961. Total production for processing was 6 percent less than in 1961.

Canned Snap Beans

During 1962, there was a modest improvement in the supply position of canned snap beans. The carryover into the packing season was very large. But the 1962 pack, at 36 million cases basis 24/303's, was 11 percent less than in 1961. Thus there was a moderate net reduction in total supplies as compared to 1961-62. However, current supplies still exceed requirements and canners' prices remain low.

Canned snap beans are enjoying increasing consumer popularity and disappearance has shown consistent annual gains. Large sales are anticipated during the 1962-63 season; shelf prices remain attractive and shortages of fresh southern-grown vegetables will enhance the demand for processed items. By the end of the marketing season most of the surplus of canned beans probably will be eliminated. A relatively slight reduction in the 1963 pack should result in a balanced supply for 1963-64.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with abandonment of 5 percent and a 1961-62 average yield, will result in a production 4 percent less than in 1962.

Frozen Snap Beans

Total supplies of frozen snap beans for the 1962-63 season are moderately larger than the already excessive level which prevailed throughout the previous season. In 1961-62, large supplies and low prices encouraged a high rate of movement. Even so, the carryover position on July 1, 1962 was nearly double that in 1961. And as indicated by presently available data, the pack in 1962 was again large. The reduction in plantings was largely offset by less than normal acreage abandonment and by an average yield slightly larger than the high level in 1961. Although disappearance this season may be moderately larger than in 1961-62, the carryover position in 1963 will be larger than needed. Therefore, a smaller pack in 1963 will be necessary to achieve a balanced level of supplies.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than in 1962. Such an acreage, with a normal abandonment of 5 percent and a 1961-62 average yield, would result in a production 14 percent less than in 1962.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	: 1958-59	: 1959-60	: 1960-61	: 1961-62	: 1962-63
<u>Million Cases Basis 24/303's</u>					
<u>Canned Snap Beans</u>					
Carryover	9.0	10.0	7.7	7.4	10.6
Pack	32.2	30.9	33.2	40.2	35.8
Total Supply	41.2	40.9	40.9	47.6	46.4
Disappearance	31.2	33.2	33.5	37.0	N.A.
Carryover	10.0	7.7	7.4	10.6	N.A.
<u>Million Pounds</u>					
<u>Frozen Snap Beans</u>					
Carryover	24.6	35.3	27.1	38.4	62.0
Pack	156.0	149.0	159.7	173.1	N.A.
Total Supply	180.6	184.3	186.8	211.5	N.A.
Disappearance	145.3	157.2	148.4	149.5	N.A.
Carryover	35.3	27.1	38.4	62.0	N.A.

N. A. - Not Available.

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau. Frozen carryover from Cold Storage Report, SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	Acreage		Yield			
	: Planted:	For Harvest:	Per Acre	: Production:	Price	: Value
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per cwt.)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production
(see 1963 guide below)

18.0 1/ 10.0 175.5

Background Statistics

1962 Prel.	19.8	18.4	11.4	209.2	18.80	3,924
1961	17.6	17.1	10.6	181.6	18.60	3,374
1960	15.4	14.8	9.9	145.9	19.20	2,806
1959	14.5	14.2	10.3	146.7	18.50	2,707
1958	16.9	16.2	9.5	153.2	17.70	2,715

1/ 1958-62 average yield by states.

Comparisons and Comments: Several years of favorable markets, plus the promise of a small carryover, resulted in plans for substantial increases in beet acreages in 1962. Processors in the major areas indicated prospective increases ranging from 6 percent in Oregon up to 14 percent in Wisconsin. Final plantings differed considerably from early intentions. Wisconsin's acreage was 40 percent above 1961; Michigan was up a fifth. But unfavorable weather resulted in smaller plantings in New York and Oregon. In total, the 1962 planted acreage was 12 percent larger than in 1961.

Growing conditions during 1962 varied considerably. Crops in the Midwest were adversely affected by cool, wet weather during the spring and early summer. Yields were low, particularly in Wisconsin. But crops in New York and Oregon developed under favorable conditions and exceptionally high yields were obtained. For the U. S., the 1962 average yield was record high. With acreage up and yields high, total production in 1962 was 15 percent larger than in 1961. The crop was record large.

The carryover into the 1962 packing season was light. But packs were large and total supplies for the 1962-63 marketing season are expected to be substantially above the previous season. Inventory replenishment during the early fall of 1962 resulted in a high rate of shipments and relieved some of the pressure on prices. However, the large canned beet supply, together with excessive stocks of many other processed vegetables, caused a gradual weakening in the market. By late 1962, prices were below a year earlier but still well above the distress levels that prevailed in the late 1950's. With the more abundant supply and lower

prices, shipments of beets during the 1962-63 season should be above those of recent years. Still, the carryover into the 1963 packing season will be large. To obtain balanced supplies for 1963-64, the 1963 pack should be smaller than that in 1962. Assuming normal growing conditions, less acreage will be needed.

1963 Guide: The 1963 guide is a planted acreage 15 percent less than in 1962 in Wisconsin and 5 percent less in all other states. Such acreages, with normal abandonment and 1958-62 average yields by states, will result in a production 16 percent less than in 1962.

Supply and Disappearance of Canned Beets

Commodity	:	Marketing Season				
	:	1958-59	1959-60	1960-61	1961-62	1962-63
	:	<u>Million Cases Basis 24/303's</u>				
<u>Canned Beets</u>						
Carryover	4.9	4.6	4.0	2.8	2.9	
Pack	9.6	9.6	8.8	10.6	N.A.	
Total Supply	14.5	14.2	12.8	13.4	N.A.	
Disappearance	9.9	10.2	10.0	10.5	N.A.	
Carryover	4.6	4.0	2.8	2.9	N.A.	

N. A. - Not Available

Canned pack and Cannery's carryover data from National Cannery Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	Acreage		Yield	:	:	:	:
	:Planted	:For Harvest					
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	Value

1963 Planted Acreage Guide
and Probable Production

(acreage 5 percent less than
in 1962)

30,200

1/ 256

7,422

Background Statistics

1962 Prel.	31,830	31,010	271	8,417	1.39	11,695
1961	33,630	32,110	257	8,237	1.42	11,657
1956-60 Average	34,980	33,608	253	2/ 8,564	1.46	11,733

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 485 in 1956, 353 in 1958, and 47 in 1960.

Comparisons and Comments: More than a third of total U. S. cabbage production is grown for early fall harvest. This crop supplies most of the nation's fresh cabbage requirements for several months. And from it also originates the bulk of the raw stock used by processors for the manufacture of sauerkraut. In 1962, growers reduced their plantings moderately for early fall harvest. However, this effort was offset by high yields and production exceeded the preceding year. During the early months of the marketing season, prices were low both for fresh market and processing stock. In mid-November, prices increased moderately for small to medium sizes of cabbage. But prices for large sizes, unsuitable for fresh market shipment, remained low. So, in spite of a substantial inventory held by kraut packers, attractive prices for open market supplies prompted active buying.

Records of cuttings for processing during the latter half of 1962 indicate that the total 1962-63 pack will be heavy. Total supplies for the current marketing season are quite large, even greater than those available a year ago. Kraut prices have been relatively low since mid-1961. If they continue near this level during the current marketing season, total disappearance should be large. Even so, the carryover into the 1963 pack year will be heavy, and processing requirements from next season's crop will be reduced.

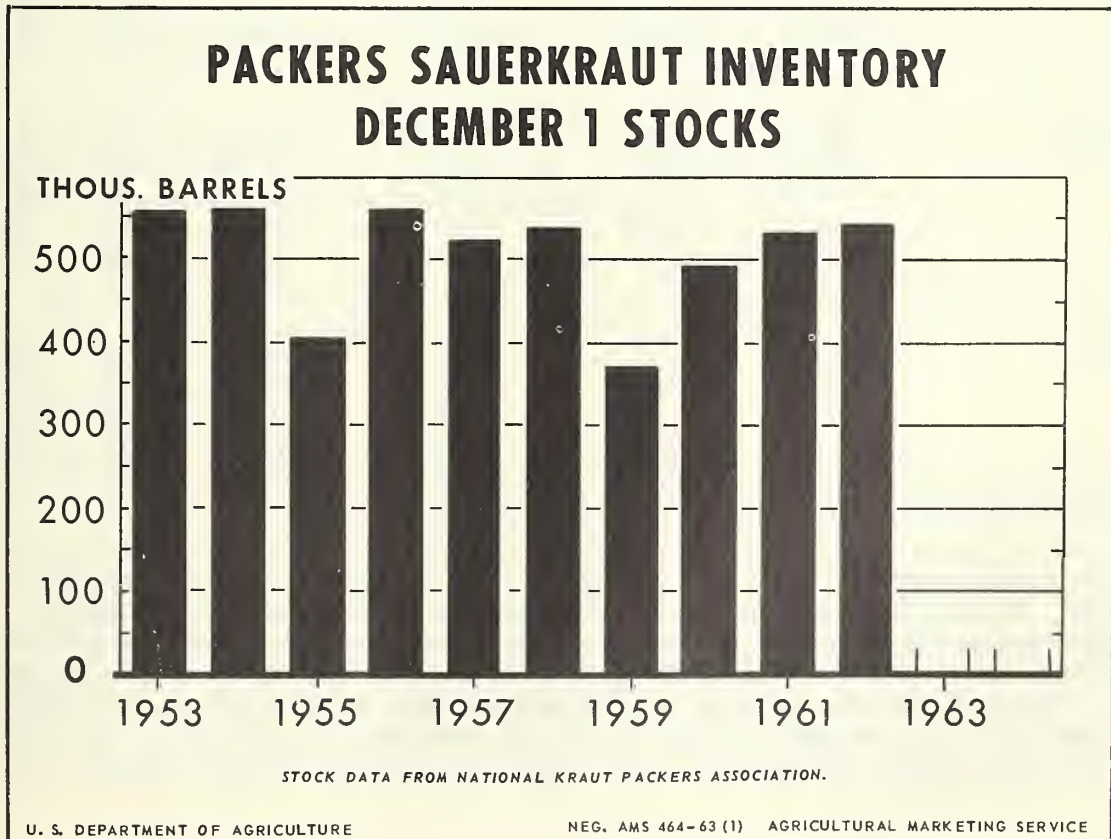
1963 Guide: The 1963 guide for early fall cabbage for fresh market and kraut is a planted acreage 5 percent less than in 1962. Such an acreage, with abandonment of 4 percent and a 1958-62 average yield will result in a production 12 percent less than in 1962.

Supply and Disappearance of Sauerkraut

Commodity	Marketing Season				
	: 1958-59	: 1959-60	: 1960-61	: 1961-62	: 1962-63
Million Cases Basis 24/303's					
<u>Sauerkraut</u>					
Carryover	4.6	4.8	2.8	3.9	4.3
Pack	10.5	7.2	10.5	10.7	N.A.
Total Supply	15.1	12.0	13.3	14.6	N.A.
Disappearance	10.3	9.2	9.4	10.3	N.A.
Carryover	4.8	2.8	3.9	4.3	N.A.

N. A. - Not available.

Packers' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau.



1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production

Canning (acreage 15 percent less
than in 1962)

321.5

1/3.71

1,133.0

Freezing (acreage 10 percent less
than in 1962)

76.7

1/3.99

293.7

Total

398.2

1,426.7

Background Statistics

Canning

1962 Prel.	378.2	358.2	4.01	1,436.5	19.30	27,774
1961	379.3	365.7	3.75	1,373.1	18.80	25,843
1960	352.3	335.8	3.31	1,109.8	18.60	20,649
1959	382.1	355.0	3.78	1,340.4	18.50	24,824
1958	344.0	329.6	3.32	1,094.9	18.30	19,993

Freezing

1962 Prel.	85.2	82.9	4.30	356.3	22.80	8,125
1961	89.3	84.8	4.16	353.2	21.80	7,702
1960	78.4	76.1	3.69	281.2	21.80	6,119
1959	68.1	63.6	3.80	241.8	22.40	5,425
1958	60.6	58.4	4.02	235.0	21.00	4,946

Total

1962 Prel.	463.4	441.1	4.06	1,792.8	20.00	35,899
1961	468.6	450.5	3.83	1,726.3	19.40	33,545
1960	430.7	411.9	3.38	1,391.0	19.20	26,768
1959	450.2	418.6	3.78	1,582.2	19.10	30,249
1958	404.6	388.0	3.43	1,329.9	18.80	24,939

1/ 1959-62 average yield.

Comparisons and Comments: A record supply of canned sweet corn is available to markets in the 1962-63 season. For the second successive year, supplies are pressuring market outlets and prices are at low levels. In 1962, growers held total acreage for canning virtually equal to dry weather in eastern areas, and rainy or cold weather in some of the central and western areas, crop prospects were poor in the early stage of the growing season. However, prospects improved as the season progressed, and generally favorable late summer and

early fall weather resulted in a record average yield per acre. Total production in 1962 was a record, and was 4 percent above the previous record output in 1961, and 19 percent above the 1956-60 average. In the important midwestern States where the bulk of the crop is canned, changes in State production compared with a year earlier were about offsetting. A record output in New York partly offset sharp reductions in production in Maine, Pennsylvania, Delaware and Maryland. Comparatively large tonnages were harvested in Idaho and Oregon. In Washington, tonnage was slightly less than in 1961. Prices received by growers for 1962 supplies averaged slightly above 1961. The total value of farmers' sales was a near-record and 7 percent above 1961.

Canned Sweet Corn

According to the National Cannery Association, the 1962 pack was 45.7 million cases, basis 24/303's, which was one percent less than the 1961 record pack of 46.2 million cases, but 19 percent above the 1956-60 average. As of August 1, 1962, canned carryover, including canners and distributor's stocks, totaled 9.7 million cases. This was the largest carryover since August 1, 1955, and was almost double the carryover of a year earlier. The total supply for the 1962-63 season was a record 55.4 million cases, 4.0 million cases above a year earlier, and 9.9 million cases above the 1956-60 average.

From August 1 to December 31, 1962, shipments amounted to 16.2 million cases, equal to the movement during the like period in 1961. With low prices and intensive promotional activities, total disappearance in the 1962-63 marketing season is expected to reach a record level. But even though a record disappearance is attained, carryover at the end of the 1962-63 season will be excessive and much above that at the start of the current marketing year. To permit an improvement in balance of supplies and market utilization, a substantially smaller acreage and production is suggested for 1963.

1963 Guide - Canning: The 1963 guide for canning is a planted acreage 15 percent less than in 1962. Such an acreage, with an abandonment of 5 percent and a 1959-62 average yield, will result in a production 21 percent less than in 1962.

Frozen Sweet Corn

Since the fall of 1961, supplies of frozen sweet corn have been at record levels, and as a result, prices have been low. The 1962 pack of frozen cut corn amounted to 163.5 million pounds, 5.5 million pounds or 3 percent less than the record total in 1961, but 25 percent more than in 1960, according to the survey of the National Association of Frozen Food Packers. The pack of corn-on-cob is yet to be reported. Expectations are, however, that the 1962 pack will total slightly less than the 1961 total of 12 million pounds. Due to the record carryover and large 1962 pack, the total supply of frozen sweet corn at the start of the 1962-63 marketing season was moderately larger than the 210.5 million pounds a year earlier. As of January 1, 1963, holdings in cold storage were 151 million pounds compared with 140 million a year earlier. Total disappearance in the 1962-63

season is expected to be a record, and to total moderately above the disappearance of 160.7 million pounds indicated for the 1961-62 season. However, carryover into the 1963-64 season is expected to be comparatively high. A 1963 pack substantially smaller than in 1962 is needed to stabilize markets.

1963 Guide - Freezing: The 1963 guide is a planted acreage 10 percent less than in 1962. Such an acreage, with an abandonment of 4 percent and a 1959-62 average yield, will result in a production 18 percent less than in 1962.

Supply and Disappearance of Processed Sweet Corn

Commodity	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63
	<u>Million Cases Basis 24/303's</u>				

Canned Sweet Corn

Carryover	8.9	5.9	6.6	5.2	9.7
Pack	33.0	41.2	35.3	46.2	45.7
Total Supply	41.9	47.1	41.9	51.4	55.4
Disappearance	36.0	40.5	36.7	41.7	N.A.
Carryover	5.9	6.6	5.2	9.7	N.A.

Million Pounds

Frozen Sweet Corn

Carryover	26.1	21.0	18.4	29.5	49.8
Pack	121.4	130.9	141.8	181.0	N.A.
Total Supply	147.5	151.9	160.2	210.5	N.A.
Disappearance	126.5	133.5	130.7	160.7	N.A.
Carryover	21.0	18.4	29.5	49.8	N.A.

N. A. - Not Available

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from Cold Storage Report, SRS, USDA.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value	
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per cwt.)	(\$1,000)	

1963 Planted Acreage Guide
and Probable Production
(acreage 5 percent more than
in 1962)

113.6 1/ 3.84 410.1

Background Statistics

1962 Prel.	108.2	102.0	3.94	402.1	53.90	21,673
1961	116.5	108.3	3.94	426.6	56.00	23,872
1960	102.0	95.0	3.65	347.6	54.17	19,001
1959	109.6	101.5	3.34	339.2	50.83	17,238
1958	125.9	119.2	3.00	356.3	53.33	18,979
1/ 1960-62 average yield.						

Comparisons and Comments: Plantings of cucumbers for pickles in 1962 were 7 percent less than in 1961. The decline was due in part to efforts of packers to bring supplies in line with market outlets. But unfavorable weather also was a factor in several major areas. The most notable reductions occurred in Michigan and Wisconsin where a cold, wet spring hindered field work. Many southern states had difficulty with 1962 crops but increases were registered in Maryland, Virginia and North Carolina. Crops developed well as the season progressed and high yields were obtained. The only major exceptions again were Michigan and Wisconsin. Yields in both states were below the high level in 1961. Total production was 6 percent less than the all time high last year.

Pickle stocks are still relatively large. But the situation is considered favorable. Sharp increases in consumption have been achieved in recent years. Total disappearance in 1961-62 was 17 percent above the previous season and the largest of record. Prospects for another season of heavy utilization appear excellent and ending stocks in 1963 should be in a well balanced position. A slightly larger production is suggested in 1963.

1963 Guide: The 1963 guide is a planted acreage 5 percent more than in 1962. Such an acreage, with abandonment of 6 percent and a 1960-62 average yield, would result in a production 2 percent more than in 1962.

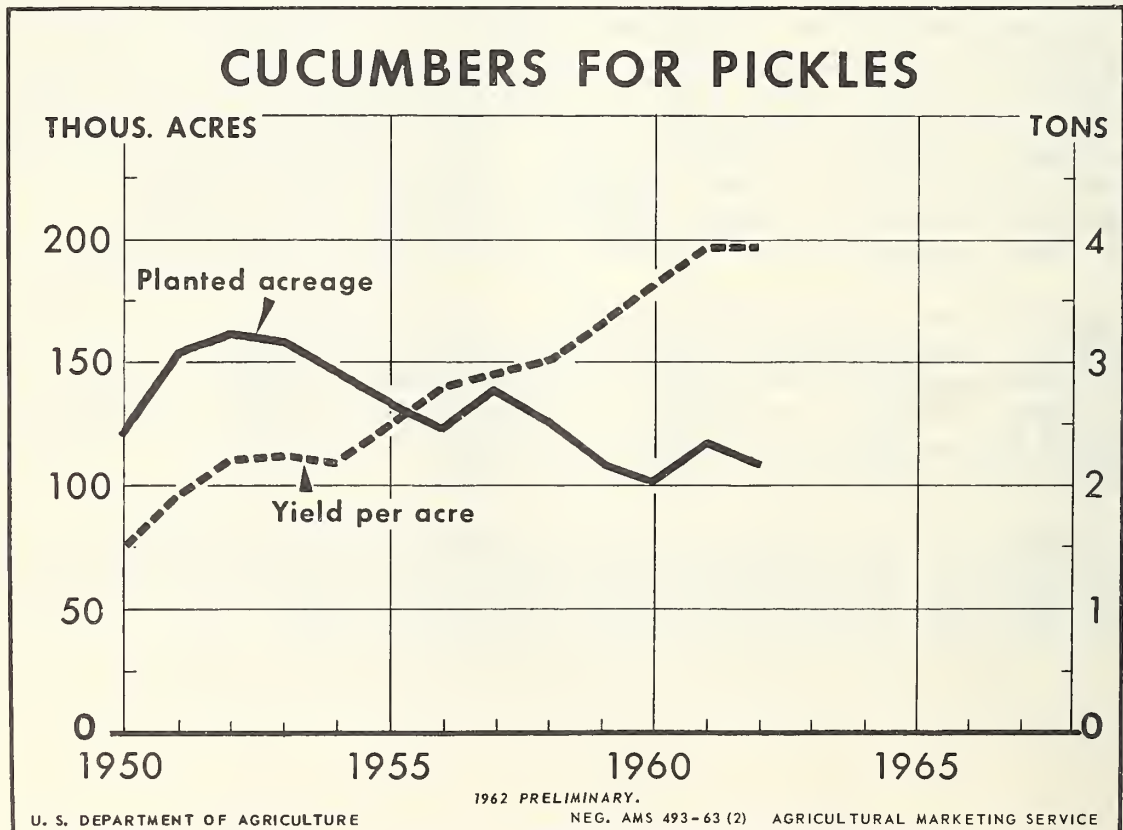
Supply and Disappearance of Pickles

Item	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63
- Thousand tons -					
October 1 stocks ^{1/}	76.8	79.5	70.9	54.8	56.8
Production	356.3	339.2	347.6	426.7	402.1
Total Supply	433.1	418.7	418.5	481.5	458.9
Disappearance	353.6	347.8	363.7	424.7	N.A.

N. A. - Not Available

^{1/} From previous crop

Stock and production data from SRS, USDA



1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Peas

Year	Acreage		Yield Per Acre	Production	Price	Value
	:Planted:	:For Harvest:				
	(1,000 acres)	(1,000 acres)	(tons)	(1,000 tons)	(\$ per cwt.)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production

Canning (acreage equal to 1962)	274.1		<u>1</u> /1.294	340.5		
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Freezing (acreage 5 percent less than in 1962)	<u>153.8</u>		<u>1</u> /1.320	<u>190.9</u>		
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Total	427.9			531.4		
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Background Statistics

Canning

1962 Prel.	274.1	264.3	1.250	330.4	84.20	27,834
1961	256.0	248.7	1.254	311.8	85.60	26,693
1960	225.0	214.0	1.322	282.8	87.20	24,659
1959	233.8	227.2	1.332	302.7	86.60	26,222
1958	286.5	274.4	1.270	348.3	88.30	30,754

Freezing

1962 Prel.	161.9	143.2	1.374	196.7	86.30	16,968
1961	167.6	152.8	1.300	198.7	87.00	17,291
1960	135.8	132.0	1.232	162.6	84.00	13,652
1959	127.6	119.5	1.426	170.5	90.10	15,369
1958	109.9	104.0	1.322	137.5	88.30	12,146

Total

1962 Prel.	436.0	407.5	1.294	527.1	85.00	44,802
1961	423.6	401.5	1.272	510.5	86.20	43,984
1960	360.8	346.0	1.288	445.4	86.00	38,311
1959	361.4	346.7	1.365	473.2	87.90	41,591
1958	396.4	378.4	1.284	485.8	88.30	42,900

1/ 1958-61 average yield.

Comparisons and Comments: High prices, tight supplies and prospects for a light carryover encouraged canners to plan for a larger pea pack in 1962 as compared with 1961. Total plantings were up 7 percent from 1961 with all areas showing an increase. Markets for frozen peas were favorable during the first half of the 1961-62 season but a slightly weaker tone developed in the winter months. This led to attempts to adjust output and supplies for the

coming season. Processors in the West, who account for the bulk of the frozen pack, cut acreage 5 percent. This more than offset an increase in the central states; total planted acreage was 3 percent less than in 1961.

The efforts of both canners and freezers to adjust supplies were partially frustrated by weather. Drought conditions sharply reduced yields and production in many eastern states; canned packs were substantially smaller than a year earlier. In the Midwest, crop prospects were unusually favorable through June but deteriorated during July. Even so, yields in the more important central states were above average. Highly variable weather prevailed in the West but on balance was favorable for high yields. The final effect of the wide range in growing conditions was a production for canning 6 percent larger than in 1961 but slightly below the 1951-60 average. The crop for freezing was only 1 percent smaller than in 1961.

Canned Peas

Supplies of canned peas for the 1962-63 season are a little below optimum levels. The carryover into the 1962 packing season was smaller than a year earlier and partially offset the modest increase in the size of the 1962 pack. Total supplies for the current marketing season were only 4 percent above the low levels of last season.

The first half of the 1962-63 marketing season was characterized by a heavy movement out of canners' stocks, even though prices were high. Through December 31, 1961, canners' shipments amounted to 20 million cases basis 24/303's, approximately equal to the movement during the same period the previous year. In spite of high prices, limited supplies of some sizes and grades, and heavy competition from surplus holdings of other vegetables, it is anticipated that shipments for the 1962-63 season will total slightly more than in 1961-62. The carryover into the 1963 packing season probably will be above that of the two previous years but still relatively light.

Market requirements are not expected to change significantly in 1963-64. But to fully satisfy these needs, the 1963 pack should be larger than in 1962. In planning acreage, processors should recognize the potential for high yields in all areas. Output per acre in 1962 was significantly below average.

1963 Guide - Canning: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 4 percent and a 1958-61 average yield, will result in a production 3 percent more than in 1962.

Frozen Peas

A moderate carryover, plus a large pack, resulted in a record supply of frozen peas for the 1962-63 season. Supplies on hand at the start of the 1962 packing season amounted to 86 million pounds. This was 13 percent above the low level of a year earlier but not excessive in relation to the high disappearance

rate prevailing for this commodity. Although the carryover was moderate, the 1962 pack was large - about 3 percent above that in 1962 and second only to the record in 1956. As a result, total supplies of frozen peas available for marketing in 1962-63 were at a record high level.

Consumer demand for frozen peas continues strong. The disappearance during the first half of the 1962-63 season was at an unusually high rate. And although supplies are heavy, prices have been maintained at moderate levels. If the present rate of disappearance continues for the remainder of the season, total utilization will reach a record high and the carryover into the 1963 packing season will be close to desirable levels. Only a slight reduction in the 1963 pack will be necessary to balance supplies with market outlets.

1963 Guide - Freezing: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with abandonment of 6 percent and a 1958-61 average yield, will result in a production 3 percent less than in 1962.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63
	<u>Million Cases Basis 24/303's</u>				

Canned Green Peas

Carryover	13.3	14.7	10.5	6.3	6.1
Pack	36.0	31.3	28.7	32.4	33.7
Total Supply	49.3	46.0	39.2	38.7	39.8
Disappearance	34.6	35.5	32.9	32.6	N.A.
Carryover	14.7	10.5	6.3	6.1	N.A.

Million Pounds

Frozen Green Peas

Carryover	116.9	84.5	77.8	74.6	86.4
Pack	251.9	305.0	295.2	346.1	355.2
Total Supply	368.8	389.5	373.0	420.7	441.6
Disappearance	284.3	311.7	298.4	334.3	N.A.
Carryover	84.5	77.8	74.6	86.4	N.A.

N. A. - Not Available

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen carryover from "Cold Storage Report," SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production

Canning (acreage 10 percent more than 1962)	16.9	<u>1/</u> 4.6	69.9
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Freezing (acreage equal to 1962)	12.6	<u>1/</u> 5.2	58.8
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Total	<u>29.5</u>		<u>128.7</u>
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Background Statistics

Canning

1962 Prel.	15.4	12.4	4.8	56.7	32.00	1,925
1961	20.6	18.2	4.4	63.6	34.80	2,820

Freezing

1962 Prel.	12.6	10.9	5.2	60.2	41.40	2,346
1961	13.6	12.3	5.2	80.9	36.60	2,327

Total

1962 Prel.	28.0	23.3	5.0	116.9	36.60	4,271
1961	34.2	30.5	4.7	144.5	35.60	5,147
1960	36.7	32.5	4.4	143.9	35.60	5,127
1959	38.9	32.3	4.6	147.8	37.40	5,531
1958	37.4	30.1	4.0	121.7	41.20	5,008

1/ 1961-62 average yield

Comparisons and Comments: Markets for canned and frozen spinach were under nearly continuous heavy pressure from the spring of 1959 through the fall of 1961. Supplies were burdensome and prices remained at low levels. Although processors reduced acreage each year, rising yields kept production at a high level. Modest acreage reductions were planned again for 1962. But actual plantings were sharply lower than in 1961 as adverse weather delayed farm activity in all of the important spring crop areas. In California, which usually accounts for about two-fifths of the total processing crop, acreage was 15 percent below 1961. Planted acreage in the East and Midwest was down

a fourth. In addition, acreage losses were large. Although the weather adversities caused many early season problems, the cool temperatures favored crops during the late spring months. Yields in most States were good. The U. S. average yield was a record high. In spite of the high yields, combined 1962 winter and spring production was 22 percent below 1961. Production during the fall season was slightly below 1961, primarily because of smaller crops in the Ozarks. In total, output for all seasonal groups in 1962 was the smallest since 1954.

Canned Spinach

Usually about three-fourths of the total annual pack of canned spinach is produced during the late winter and spring months. In 1962, the spring pack was 5.2 million cases, basis 24/303's. This was nearly a fifth less than in 1961. Also, the carryover into the packing season was down moderately from a year earlier. As a result, supplies available during the summer and fall of 1962 were light.

Marketing conditions generally were favorable, although very burdensome supplies of other canned vegetable precluded sharp price increases. The 1962 fall pack showed a gain over 1961 but not enough to alter the supply situation significantly. The carryover into the 1963 packing season will be light. To assure adequate supplies for the 1963-64 season, a 1963 canned pack larger than in 1962 will be required. Under normal conditions, yields may not be as high as in 1962. But acreage losses should be smaller.

1963 Guide - Canning: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with abandonment of 10 percent and a 1961-62 average yield, will result in a production 23 percent more than in 1962.

Frozen Spinach

The carryover of frozen spinach into the 1962 packing season was record large. But the impact of this excessive supply was eased by a cut-back in the new pack. Freezers packed 80 million pounds of spinach in the spring of 1962, 16 percent below the record in 1961. Total frozen supplies available for the 1962-63 season were below the burdensome levels of last season but adequate to meet all needs.

Movement during the 1962-63 season to date has been maintained at a normal rate and it is likely that the carryover into the 1963 season will be moderate. Frozen holdings on December 31, 1962 were 44 million pounds, 23 percent below a year earlier but 5 percent above the 1958-60 average. A 1963 pack about as large as in 1962 would be sufficient to satisfy market requirements.

1963 Guide - Freezing: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with normal abandonment of 10 percent and a 1961-62 average yield will result in a production 2 percent less than in 1962.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63

Million Cases Basis 24/303's

Canned Spinach

Carryover	2.9	2.1	3.1	3.3	2.8
Pack	6.4	8.7	7.8	7.7	N.A.
Total Supply	9.3	10.8	10.9	11.0	N.A.
Disappearance	7.2	7.7	7.6	8.2	N.A.
Carryover	2.1	3.1	3.3	2.8	N.A.

Million Pounds

Frozen Spinach

Carryover	24.8	19.5	28.1	37.3	38.9
Pack	97.5	121.9	118.6	116.5	N.A.
Total Supply	122.3	141.4	146.7	153.8	N.A.
Disappearance	102.8	113.3	109.4	114.9	N.A.
Carryover	19.5	28.1	37.3	38.9	N.A.

N. A. - Not Available

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canners' carryover and total supply, from Census Bureau. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from Cold Storage Report, SRS, USDA.

1963 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per cwt.)	(\$1,000)

1963 Planted Acreage Guide
and Probable Production
(See 1963 guide below)

270.0 1/ 15.2 4,060.2

Background Statistics

1962 Prel.	318.3	316.2	16.8	5,318.2	28.20	150,148
1961	306.8	304.0	14.0	4,247.7	29.70	125,977
1960	282.3	279.4	14.5	4,043.2	26.10	105,609
1959	300.3	296.9	11.9	3,539.0	24.50	86,574
1958	357.5	343.6	12.5	4,281.2	25.40	108,838

1/ 1960-62 average yield by states.

Comparisons and Comments: As a result of their own actions, as well as the uncontrollable nature of the weather, tomato growers and processors have come to expect wide changes in production from year to year. Nevertheless, they will probably remember the 1962 season for some time. In the East, a continuation of the remarkable trend toward higher yields led the way for a large regional production. The crop in the Midwest was substantially larger than average. But the huge tonnage produced in California was the feature development. The crop in that state was recorded at 3.2 million tons, a quantity larger than total U. S. production in several years since World War II. The total U. S. crop was one-fourth larger than in 1961 and 15 percent above the previous record quantity grown in 1956.

Peeled Tomatoes: While most of the increase in production went into the manufacture of products, 35.5 million cases (basis 24/303's) of tomatoes were packed in 1962. This was 4 percent larger than the substantial 1961 pack and sufficient to result in the largest total supply on record since World War II. Prices have been low and allowances common during the early part of the marketing season. Total disappearance during the 1962-63 marketing year is expected to be fairly heavy. Even so, the carryover into the 1963 packing season will be large.

Tomato Products: Heavy quantities of tomato products are available for the 1962-63 marketing season. A large pack of tomato juice, second only to the record pack of 1956, more than offset a light carryover so that total supplies are 13 percent above a year ago. Even if inventories are reduced at a record rate, carryover into the 1963 packing season is likely to be the largest in several years.

Utilization of catsup and chili sauce continues to trend upward. The combined disappearance of these two products during the 1961-62 season was record large. Yet carryover was above average. And the 1962 pack exceeded any previously recorded by 29 percent. Disappearance during the current season could easily reach a new high. Even so, total supply of these products exceeds potential requirements for sales and inventory maintenance.

Although inventory figures for other products are not available, they too are in heavy supply as a result of the record 1962 crop. Such products as paste, sauce, and puree have grown in popularity with the increased demand for prepared foods. Nevertheless, disappearance during the current season is not likely to overcome the existing surplus.

In the aggregate, supplies of canned tomatoes and products for the 1962-63 season are heavy. Carryover stocks into the 1963 packing season will be excessive. A substantial cut in production will be required in 1963 to stabilize marketing conditions for these products.

1963 Guide: The 1963 guide is a planted acreage 20 percent smaller than in 1962 in California and 10 percent less than in 1962 in all other states. Such an acreage, with normal abandonment and a 1960-62 average yield by states will result in a production 24 percent less than in 1962.

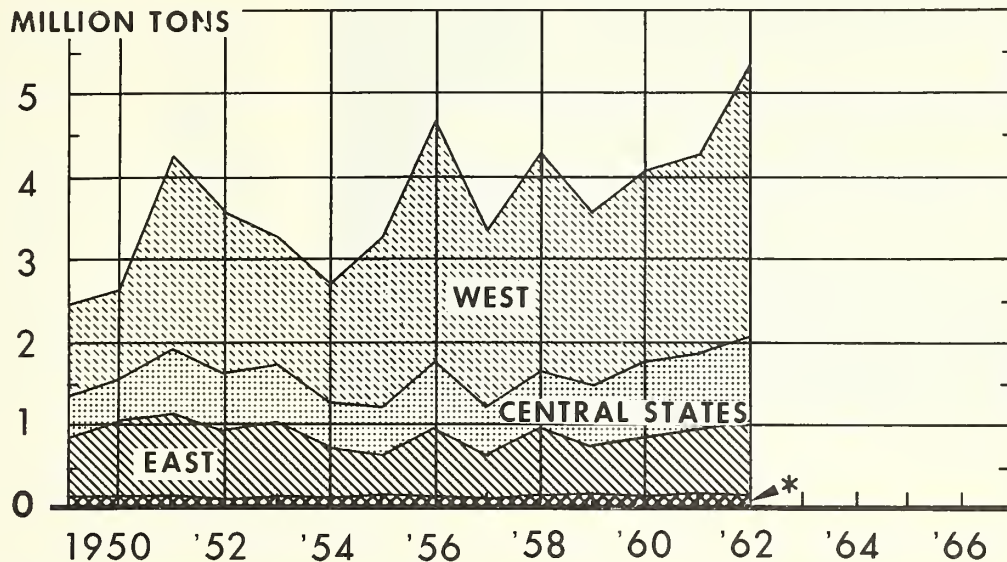
Supply and Disappearance of Processed Tomatoes and Selected Tomato Products

Commodity	Marketing Season				
	1958-59	1959-60	1960-61	1961-62	1962-63
	Million Cases Basis 24/303's				
<u>Canned Tomatoes</u>					
Carryover	6.5	11.5	7.3	8.7	8.9
Pack	37.2	29.4	31.0	34.0	35.5
Total Supply	43.7	40.9	38.3	42.7	44.4
Disappearance	32.2	33.6	29.6	33.8	N.A.
Carryover	11.5	7.3	8.7	8.9	N.A.
<u>Tomato Juice</u>					
Carryover	14.3	16.5	13.4	12.8	9.4
Pack	45.7	37.9	40.3	38.5	48.8
Total Supply	60.0	54.4	53.7	51.3	58.2
Disappearance	43.5	41.0	40.9	41.9	N.A.
Carryover	16.5	13.4	12.8	9.4	N.A.
<u>Catsup and Chili Sauce</u>					
Carryover	8.5	10.3	7.1	9.0	9.3
Pack	25.7	23.5	30.0	29.6	38.7
Total Supply	34.2	33.8	37.1	38.6	48.0
Disappearance	23.9	26.7	28.1	29.3	N.A.
Carryover	10.3	7.1	9.0	9.3	N.A.

Source: National Cannery Association.

TOMATOES FOR PROCESSING

Trend in Production by Regions



*NOT SHOWN BY REGION: ALA., ARIZ., ARK., FLA., IOWA, KY., LA., MISS., MO., NEBR., N. M., N. C., OKLA., ORE., S. C., TENN., TEX., WASH., W. VA., AND WIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 460-63 (1) AGRICULTURAL MARKETING SERVICE

Acreage of tomatoes for processing was increased moderately in 1962. But among the major producing states, only California and Ohio registered plantings that were above the average of the 1950's. The record-large tonnage was largely the result of extremely high yields as improved varieties revealed their capabilities under excellent growing conditions.

The West, primarily California, increased its tonnage sharply in 1962 and strengthened its dominant position in the industry by producing three-fifths of the total national production. Other areas also registered substantial increases in crop size. However, the last decade has revealed but one distinct area production trend, that being the growth of the industry in the West. While year to year changes have been considerable in the other major regions, production there has shown no continuing direction during this period.

